

Positive Alternatives 2015 - 16 Quarterly Update

Grantee: BIRTHLINE, INC.

Goal: Support, encourage and assist women in carrying their pregnancies to term and in caring for their babies after birth.

For the period: APRIL to JUNE 2016

Activity or Service	Activity or Service Description Major Work Plan Activities	Work Plan Count	Program Progress and Accomplishments Report the progress and accomplishments made this period on each activity.	Report Count
Administrative Activities	Complete grant forms and reporting requirements; attend grant meetings; provide guidance to grant staff		Completed all required reports on designated forms related to the grant. Provided ongoing oversight to grant staff.	
Outreach	Provide community education and build capacity		Held an open house to introduce the new Director, and worked on introductions/outreach through active memberships in the area (Chamber of Commerce, Optimist Club), and throughout the state (MN Council of Nonprofits) to establish new connections. Continued with client outreach via social media and website.	
Car Seat Program	Discuss correct car seat installation with all Stepping Stones (SS) clients; provide opportunity to attend car seat class and select as incentive	46	22 new Stepping Stones clients received information on proper car seat installation and techniques through one to one session and the Buckle Up brochure. In addition, the 42 ongoing Stepping Stones clients had the opportunity to take the advanced car seat safety class, and receive a car seat as incentive, which 4 individuals completed this quarter. (There were 3 clients who never returned after their first appointment.)	67
Case Management Services	Provide in-person follow-up to SS clients; provide in-person or telephone follow-up to clients receiving advocate services	50	There were 18 new intake/Advocate clients this quarter (in person and telephone case mgmt. and follow up). New intake clients enrolling in SS were not counted twice. Ongoing SS clients (42) all received regular one to one follow-up / case management services.	60

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Crib Distribution/ Sleep Safety Education	Provide safe sleep education to all women enrolled in the SS program; provide opportunity to select crib as incentive	46	The 22 new SS clients received Safe Sleep education in their detailed information session. In addition, 3 of the ongoing SS clients enrolled in the Safe Sleep activity class with 2 clients attending the activity. 3 pack-n-plays were selected as incentives during this reporting period, (see comments below)	25
Education Assistance	Provide encouragement and assistance to complete high school or higher education by means of education planning and referrals to counselors	5	All SS participants are given the opportunity to receive assistance and encouragement to either complete their current educational plan or create a new plan. 2 women specifically identified Education as a focus goal, in addition to 5 other women participating in activities to move toward improved educational outcomes (met with guidance counselors, etc).	7
Employment Assistance	Provide encouragement and assistance to improve employment status by referral to resources for career planning and by providing work stations for skills development and employment searches	12	Women we serve often identify themselves as under employed, or not employed. As a result, all are encouraged to consider improving their employment situation. This quarter, 7 women received referrals, mentoring for skill development, and/or used our work stations for employment searches.	7
Life-Skills Education Program	Provide life-skills education classes, such as budgeting and relationship building	25	We provide a broad range of life skills classes including topics on goal setting, renting an apartment, debt reduction, budget planning, healthy relationship, and organizational courses. We also work with community agencies to provide classes at Birthline. 43 women attended classes and completed activities related to this area with a majority of clients attending 2 or more Life Skills topics.	43
Material Support	Provide opportunity to receive \$25 voucher to on-site thrift store; provide emergency layette as needed	16	During our initial intake and discussion of necessary services, we determine the need for emergency support. This quarter, 15 women were given \$25 vouchers for the thrift store, and 7 additional women received an emergency layette with diapers and other infant necessities.	22

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Mental Health	Provide referral or assistance obtaining mental health assessment, counseling or treatment	4	During the initial assessment and goal setting, 4 women reported a need for advanced mental health resources. Our Client Advocate/SS staff provided information for referrals to a mental health professional and encouraged follow through.	4
Parenting Education	Provide classroom-based parenting programs, self-paced parenting videos; provide referrals and assistance in accessing additional education	35	26 women took a variety of parenting classes offered this quarter. The average client in the Stepping Stones program participated in 3 or more parenting classes/activities for the quarter, as has been the trend. This quarter, we have determined the need to increase the number of presenters we utilize, as this quarter's numbers are lower than previous quarters.	26
Pregnancy Education	Provide all SS clients information of smoking cessation, alcohol/drug cessation and prenatal nutrition; provide optional prenatal and childbirth education classes and doula services	40	All 22 new SS participants received one to one education on these prenatal health topics; 24 ongoing SS participants attended advanced classroom activities. Of those, 5 women attended Childbirth Education classes, 2 attended Doula information class and 3 women requested and received doula services.	46
Transportation Assistance	Provide opportunity to receive gas card or bus pass to travel to program services	5	All Stepping Stones participants this quarter (67) were given the opportunity to receive gas cards or bus passes as an incentive; 6 clients requested/received gas cards.	6
Provide Necessary Services Assessments Only	Staff provides clients only intake assessments, information on, referral to and assistance with securing necessary services	6	There were 9 women who received intake assessments consisting of securing necessary services only and did not enroll in our services. Referrals to community organizations were provided.	9

Maternal and Child Health Initiative Task Force Strategies	No.
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	4
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	22
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	22
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	22
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	3
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	14

Challenges: Historical data has shown a decrease in the number of clients served in the center during the summer months. This quarterly report is consistent with this trend as our numbers have decreased during this reporting quarter. We believe that the summer weather, coupled with the increase of activities/happenings in the area enables Birthline clients to cancel or no-show on their appointments. We view this decrease in service numbers as a challenge and opportunity to increase awareness through community outreach at these events and advertise our incentive program so as to keep the clients actively engaged in services/appointments.

Comments: As stated above, we only distributed 3 pack-n-plays during this reporting period due to referring more women to the Cradle of Hope Program who were in immediate need of a pack-n-play.